

IV. STUDY RESULTS – SURVEY OUTCOMES

A variety of surveys and bicycle traffic counts were conducted in the northern Outer Banks region, which was chosen for this study based on known bicycling in the area and the presence of bicycle facilities. (See Table 3 for a list and description of facilities used in this study.) The surveys and bicycle traffic counts may be broken down into four parts in order to study this bicycling activity:

- **Intercept surveys** were conducted by interviewers who stopped bicyclists riding by three survey locations from July 30 to August 1, 2003. Questions were intended to develop a “profile” of bicyclists and their perceptions of the quality of cycling in the area. The cyclists surveyed were both visitors to the area and local residents. A limited number of these surveys were also made available at two local bicycle shops. (Respondents who filled out an intercept survey are generally referred to as either *Intercepted Visitor Cyclists*, or *Intercepted Resident Cyclists*.)



Example of a Survey Station intended to intercept both visiting and residential cyclists. Photo courtesy NCDOT

- **Self-administered surveys** aimed at general visitors (cycling and non-cycling) were made available at three visitor centers in the area, primarily to find out what proportion of respondents engaged in some bicycling activity while in the area. They were collected on-site in Manteo and Southern Shores and could be mailed back over a six-week period from July to September 2003. (These respondents are generally referred to as either *Visitor Center Cyclists*, or *Visitor Center Non-Cyclists*.)
- **Mail-back surveys** were sent to the owners or managers of Bed and Breakfast and campground establishments and were made available to their guests.
- **Pneumatic tube counters** were placed on bicycle facilities at eleven locations (off-road paths and wide paved shoulders) to physically count users of the facilities over a period of one week from July 29 to August 4, 2003.

The results of these surveys and counts are discussed below. More details on the survey methodology can be found in Appendix B (page 49). Through each method of data-collection, a certain number of respondents were attained. Non-response information was not collected for comparison, but total response numbers are listed below. Although these numbers represent how many people returned a survey, note that each respondent did not necessarily answer all the questions. This form of non-response was tracked, and unanswered questions are not reflected in the charts and graphs following.

Table 4. Respondent types and total surveys collected from each type.

Respondent Type	Total
Intercepted Respondents (Visitors and Residents)	173
Visitor Center Respondents (Cyclists and Non-cyclists)	392